fashion calendar

RUTH FINLEY, EDITOR

FRANCES HUGHES, ASSOCIATE EDITOR

8 EAST 77th STREET

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TRAFALGAR 9-2343

1958

18th YEAR • A WEEKLY PUBLICATION

january

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january – 1959

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march – 1959

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DESK

COPY

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
	WEEK BEGINNING SUNDAY, MAY 18, 1958		
Sunday May 18 1:00 P.M.; ~~3:00 P.M.~~	"PINK CHAMPAGNE AND ROSES" BRUNCH	MARTIER RAYMOND (36 CENTRAL PK. SO.)	HAMPSHIRE HOUSE FOUNTAIN ROOM
	Dresses by Martier Raymond; millinery by John Frederics. Reservations-- ~~$5.00~~ $3.75. Contact: CI. 6-7700. Fashion Dir: Peggy Cantor, CH. 4-3789.		
Monday May 19 3:30 P.M.	ANNUAL COTTON FASHION AWARD	LEADERS IN COTTON TEXTILES	GRACIE MANSION EAST END AVENUE
	The Sixth Annual Cotton Fashion Award will be presented by Mayor Wagner to James Galanos. Showing 4:00 P.M. of fashions by leading designers. By invitation. Publicity: Eleanor Lambert, MU. 8-2130.		
Beginning Monday May 19	FALL COLLECTION OF CHILDREN'S DRESSES	CELESTE, INC.	1350 BROADWAY SHOWROOM - 3RD FLOOR
	By appointment. Contact: CH. 4-5177. Publ: Rose Hilton, MU. 5-5133.		
Tuesday May 20 9:00 A.M. Breakfast	FALL COLLECTION OF LEATHER FASHIONS	SAMUEL ROBERT, INC. (1407 BROADWAY)	SHERATON EAST (BLRM) (FORMERLY AMBASSADOR)
	Preview of Samuel Robert's Fall fashions in leather. By invitation. Publicity: Rosemary Sheehan, MU. 5-1280.		
Tuesday May 20 9:00 A.M. Breakfast	SUB-TEEN FASHION AND MERCHANDISING CLINIC	AMERICAN GIRL MAGAZINE	HOTEL NEW YORKER
	Theme: "Phone-Set Fashions"--a complete promotional plan and market round-up. Admission by ticket only. Publicity: Pat di Sernia, PL. 1-6900.		
Tuesday May 20 12:30 P.M. Luncheon	PREVIEW OF FALL SEPARATES	MASKET BROTHERS	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Luncheon, followed by showing of back-to-college and Fall fashions designed by Frank Smith. By invitation. Trade continuous. Contact:BR.9-7160.		
Tuesday May 20 2:30 P.M.	PREVIEW FOR PRESS AND RESIDENT BUYERS	HAYMAKER	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Showing of skirts and separates for Fall. By invitation. Publicity: Terry Mayer, BR. 9-6560.		
Tuesday May 20 2:30 P.M.	PREVIEW: FALL SUIT COLLECTION	BRIARBROOK	512 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Preview of Fall suits designed by Stefan. By invitation. Trade beginning June 3 at 2:30 P.M. Contact: Isabelle Crawford, BR. 9-7700.		
Tuesday May 20 3:45 P.M. Cocktails	PREVIEW OF FALL COLLECTION	SIR JAMES, INC. (1407 BROADWAY)	1407 CLUB 1407 BROADWAY
	Showing of Fall blouses, dresses and sportswear. By invitation. Contact: Harriette Wittman, PE. 6-8263.		

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday May 23 8:30 A.M.	FALL SPORTSWEAR, BLOUSES IN DU PONT FIBERS	DU PONT COMPANY	HOTEL STATLER GOLD BALLROOM
	For buying offices, by invitation. Contact: Louise Petry, LO.3-6400.		
Friday May 23 12:00 Noon Luncheon	PRESS PREVIEW OF FALL DRESS COLLECTION	MURRAY ZENKEL	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
	"Toast to the Season"--preview for press and resident buyers of Fall dress collection designed by Walter Gerson. Contact: Ruth Kooperman, CH.4-2270.		
Monday May 26 2:30 P.M. *****	PRESS PREVIEW: JUNIOR COATS, SUITS, COSTUMES	DANI JRS.	205 WEST 39TH STREET SHOWROOM - 2ND FLOOR
	By invitation. Contact: WI. 7-4743. Publ: Eleanor Lambert, MU. 8-2130.		
Monday May 26 4:00 P.M.	PRESS PREVIEW: FALL WHOLESALE COLLECTION	YANNI	61 EAST 57TH STREET SALON - 4TH FLOOR
	Yanni Evangelides will preview his first wholesale collection late day fashions to the press. By invitation. Trade showings June 4, 5, 10, 11 and 12 at 4:00 P.M. Reservations requested. Contact: EL. 5-3295.		
Monday May 26 5:00 P.M. Champagne	PREMIERE SHOWING OF WHOLESALE COLLECTION	MARTIER RAYMOND	36 CENTRAL PARK SO. SHOWROOM
	Afternoon cocktail and evening dresses. By invitation. Trade by appointment, from June 2. Contact: PL. 3-0063. Publ: Peggy Cantor, CH. 4-3789.		
Tuesday May 27 9:30 A.M. Breakfast	PREVIEW: FALL AFTERNOON AND COCKTAIL FASHIONS	MIGNON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	For resident buyers and press. By invitation. Showings at 11:30 A.M., June 3, 4, 5, 9, 10, 11, 12. Contact: Marcella Wolfe, BR. 9-5991.		
Tuesday May 27 10:00 A.M.	PREVIEW OF COATS, SUITS AND SEPARATES	P.R.L. FASHIONS, INC.	225 WEST 37TH STREET SHOWROOM - 7TH FLOOR
	Designed by Dick Dumas. By invitation. Contact: Miss Rothschild, PE.6-8226.		
Tuesday May 27 11:00 A.M.	PREVIEW OF FALL COATS AND SUITS	SEYMOUR FOX	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
	By invitation. Thereafter at 10:30 A.M., June 3, 4, 10, 11, and 17. By appointment. Contact: Sally McDonald, LO. 4-3246.		
Tuesday May 27 11:00 A.M.	PREMIERE SHOWING OF PETITE COLLECTION	MORT SCHRADER "JEUNES PETITES"	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	The new Mort Schrader "Jeunes Petites" collection for Fall, designed by Leot van der Veen, will have its first showing to press and invited guests. Daily trade showings beginning June 5 at 12:00 Noon. By invitation. Publicity: Betty Yarmon, LO. 4-9194.		
Tuesday May 27 12:00 Noon Luncheon	PREVIEW: LATE DAY AND EVENING FASHIONS	LEE CLAIRE	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
	For press and resident buyers. By invitation. Trade showings beginning Monday, June 2 at 12:00 Noon (luncheon). Contact: Jack Sulzer, WI. 7-9470.		

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OUT OF DATE ORDER

*Monday *May 26 *3:15 P.M. *	PREVIEW OF FALL COAT COLLECTION	BRITTANY (HENRY FRIEDRICKS CO.)	205 WEST 39TH STREET SHOWROOM - 13TH FLOOR
	Preview for press and resident buyers. By invitation. Trade showings beginning June 2. Contact: Alan R. Baron, PE. 6-8868.		

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DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday May 23 8:30 A.M.	FALL SPORTSWEAR, BLOUSES IN DU PONT FIBERS For buying offices, by invitation. Contact: Louise Petry, LO.3-6400.	DU PONT COMPANY	HOTEL STATLER GOLD BALLROOM
Friday May 23 12:00 Noon Luncheon	PRESS PREVIEW OF FALL DRESS COLLECTION "Toast to the Season"--preview for press and resident buyers of Fall dress collection designed by Walter Gerson. Contact: Ruth Kooperman, CH.4-2270.	MURRAY ZENKEL	530 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Monday May 26 2:30 P.M. *****	PRESS PREVIEW: JUNIOR COATS, SUITS, COSTUMES By invitation. Contact: WI. 7-4743. Publ: Eleanor Lambert, MU. 8-2130.	DANI JRS.	205 WEST 39TH STREET SHOWROOM - 2ND FLOOR
Monday May 26 4:00 P.M.	PRESS PREVIEW: FALL WHOLESALE COLLECTION Yanni Evangelides will preview his first wholesale collection late day fashions to the press. By invitation. Trade showings June 4, 5, 10, 11 and 12 at 4:00 P.M. Reservations requested. Contact: EL. 5-3295.	YANNI	61 EAST 57TH STREET SALON - 4TH FLOOR
Monday May 26 5:00 P.M. Champagne	PREMIERE SHOWING OF WHOLESALE COLLECTION Afternoon cocktail and evening dresses. By invitation. Trade by appointment, from June 2. Contact: PL. 3-0063. Publ: Peggy Cantor, CH. 4-3789.	MARTIER RAYMOND	36 CENTRAL PARK SO. SHOWROOM
Tuesday May 27 9:30 A.M. Breakfast	PREVIEW: FALL AFTERNOON AND COCKTAIL FASHIONS For resident buyers and press. By invitation. Showings at 11:30 A.M., June 3, 4, 5, 9, 10, 11, 12. Contact: Marcella Wolfe, BR. 9-5991.	MIGNON	498 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
Tuesday May 27 10:00 A.M.	PREVIEW OF COATS, SUITS AND SEPARATES Designed by Dick Dumas. By invitation. Contact: Miss Rothschild, PE.6-8226.	P.R.L. FASHIONS, INC.	225 WEST 37TH STREET SHOWROOM - 7TH FLOOR
Tuesday May 27 11:00 A.M.	PREVIEW OF FALL COATS AND SUITS By invitation. Thereafter at 10:30 A.M., June 3, 4, 10, 11, and 17. By appointment. Contact: Sally McDonald, LO. 4-3246.	SEYMOUR FOX	512 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
Tuesday May 27 11:00 A.M.	PREMIERE SHOWING OF PETITE COLLECTION The new Mort Schrader "Jeunes Petites" collection for Fall, designed by Leot van der Veen, will have its first showing to press and invited guests. Daily trade showings beginning June 5 at 12:00 Noon. By invitation. Publicity: Betty Yarmon, LO. 4-9194.	MORT SCHRADER "JEUNES PETITES"	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
Tuesday May 27 12:00 Noon Luncheon	PREVIEW: LATE DAY AND EVENING FASHIONS For press and resident buyers. By invitation. Trade showings beginning Monday, June 2 at 12:00 Noon (luncheon). Contact: Jack Sulzer, WI. 7-9470.	LEE CLAIRE	530 SEVENTH AVENUE SHOWROOM - 14TH FLOOR

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OUT OF DATE ORDER

*Monday *May 26 *3:15 P.M. **********	* PREVIEW OF FALL * COAT COLLECTION * Preview for press and resident buyers. By invitation. Trade showings beginning June 2. Contact: Alan R. Baron, PE. 6-8868.	BRITTANY (HENRY FRIEDRICKS CO.)	205 WEST 39TH STREET SHOWROOM - 13TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday May 27 2:30 P.M.	OPENING OF FALL DRESS COLLECTION	DAVID CRYSTAL	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Thereafter at 2:30 P.M. Publicity: Terry Mayer, BR. 9-6560.		
Tuesday May 27 3:00 P.M.	PRESS PREVIEW OF FONTANA FASHIONS	FONTANA OF ROME	HOTEL PLAZA PRIVATE SUITE
	Fall and Winter boutique and custom exports. Nicol Fontana will be present. By invitation. Publicity: Rosemary Sheehan, MU. 5-1280.		
Tuesday May 27 3:15 P.M. Cocktails	PREVIEW OF THREE FALL COAT COLLECTIONS	AINTREE; TINA RAE,JRS; VENDOME RAINWEAR	500 CLUB 500 SEVENTH AVENUE
	Aintree Modes at 3:30 P.M.; Tina Rae Jrs. at 4:15; Vendome rainwear by Helen Van Vliet at 4:45. By invitation. Continuous thereafter in showroom. Contact: LO. 4-9262.		
Tuesday May 27 3:30 P.M. Champagne	PREVIEW OF FALL DRESS COLLECTION	MAX LAWRENCE, INC.	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	Fall "Shades and Shapes for '58", designed by Jerry Marsch, will be presented to press and resident buyers. By invitation. Contact: Helene Towers, MU. 3-6955.		
Tuesday May 27 4:00 P.M. Cocktails	PRESS PREVIEW OF FALL FOUNDATIONS	FORTUNA FOUNDATIONS	34 WEST 33RD STREET SHOWROOM - 4TH FLOOR
	"B-Flat" collection of girdles and pantie girdles for Fall. By invitation. Publicity: Gladys Steiner, Lester Harrison, PL. 1-6630.		
Wednesday May 28 9:00 A.M. Breakfast	PRESS PREVIEW OF FALL COLLECTION	LOVABLE BRASSIERE CO. (180 MADISON AVENUE)	WALDORF-ASTORIA LOUIS XVI SUITE
	"The Geometry of Fashion". By invitation. Contact: Gloria Crimmins, MU. 6-7788.		
Wednesday May 28 9:30 A.M.	PREVIEW: FALL LEATHER FASHIONS	SUBURBAN LEATHERS,INC.	1410 BROADWAY SHOWROOM - 23RD FLOOR
	Fall leather coats, jackets and suits. By invitation. Publicity: Ruth Notkins, Alan Bell Co., 473 Fifth Ave., MU. 4-4705.		
Wednesday May 28 11:00 A.M.	FALL COLLECTION BY HELENA BARBIERI	MODERN COUTURE, INC.	530 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
	Preview of cocktail and formal wear. By invitation. Thereafter Tues., Wed., Thurs., at 9:30 A.M., commencing June 3. Contact: CH. 4-3169.		
Wednesday May 28 11:00 A.M.	PREVIEW OF FALL COATS AND SUITS	FRANK GALLANT ORIGINALS	205 WEST 39TH STREET SHOWROOM - 5TH FLOOR
	By invitation. Trade showings beginning June 3 at 11:00 A.M., Tues., Wed., Thurs. Contact: Herbert Gallant, LA. 4-7285.		
Wednesday May 28 12:00 Noon Luncheon	PREVIEW FOR PRESS AND RESIDENT BUYERS	MISS AMERICA CORP.	530 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	Cocktail and late day fashions. Daily trade luncheon showings at 12:00 Noon, beginning Tuesday, June 3. Contact: Jean Roberts, CH. 4-6030.		
Wednesday May 28 12:00 Noon Luncheon	PREVIEW OF FALL DRESS COLLECTION	SEYMOUR JACOBSON,INC.	530 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
	For press and resident buyers. By invitation. Daily trade luncheon showings beginning June 3 at 12:00 Noon. Contact: Gerry Duncan,CH.4-3488.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday May 28 2:00 P.M.	PRESS PREVIEW: FALL COAT COLLECTION	MURRAY NIEMAN, INC. (252 WEST 38TH ST.)	HOTEL PLAZA STATE SUITE
	Designed by Murray Nieman. By invitation. Publ: Ruth Hammer, EL. 5-7872.		
Wednesday May 28 2:00 P.M.	PREVIEW OF FALL COLLECTION	REMBRANDT FROCKS	498 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
	By invitation. Trade showings beginning June 2 at 2:00 P.M. daily. Publicity: Vera Bacal-Fredy Schey, PL. 3-8421.		
Wednesday May 28 3:00 P.M.	OPENING: FALL COLLECTION	ABE SCHRADER CORP.	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	The Fall collection, designed by the brother and sister team of Belle and Will Saunders, will be shown to the press. Trade showings beginning June 5 at 11:30 A.M. daily. By invitation. Publicity: Betty Yarmon, LO.4-9194.		
Wednesday May 28 4:00 P.M. Cocktails	PRESS PREVIEW OF LINGERIE FASHIONS	SEAMPRUFE LINGERIE	412 FIFTH AVENUE SHOWROOM - 3RD FLOOR
	"Undercover Intrigue," Fall lingerie and sleepwear designed by John Norman and Ann Carroll. By invitation: Publ: Gladys Steiner, PL. 1-6630.		
Wednesday May 28 4:30 P.M. Champagne	PREVIEW: JAMES BALDWIN FOR GOLET	BART SCHWARTZ INT'L TEXTILES, LTD.	225 WEST 37TH STREET GOLET SHOWROOM-12 FL.
	The Fall collection of coats and suits by James Baldwin in "bartalana" Italian wools. For press and buying offices. By invitation. Contact: LA. 4-5512. Publicity: Peggy Cantor, CH. 4-3789.		
Wednesday May 28 7:00 P.M. Dinner	AMERICAN SPORTSWEAR DESIGN AWARDS	SPORTS ILLUSTRATED MAGAZINE	ST. REGIS ROOF AND PENTHOUSE
	Third Annual Awards honoring nominees and winners of the 1958 American Sportswear Design Awards presented by "Sports Illustrated" Magazine. By invitation only. Contact: Eleanor Montville, JU. 6-1212.		
Thursday May 29 10:30 A.M.; 11:30 A.M.	PREVIEW: FALL DRESS COLLECTIONS	LEONARD ARKIN; ANDREW ARKIN	530 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
	Leonard Arkin's Fall collection at 10:30 A.M.; Andrew Arkin's at 11:30, followed by noon luncheon. By invitation. Trade showings beginning Monday, June 2, at the same hours. Contact: Lois Lapper, WI. 7-5324.		
Thursday May 29 10:30 A.M.	OPENING: FALL COLLECTION	WM. DEVITZ & CO.	512 SEVENTH AVENUE SHOWROOM - 13TH FLOOR
	Preview of Fall coats and suits designed by Nichi Giglio. By invitation. Daily at 10:30 A.M. Contact: Julia Berrin, WI. 7-4717.		
Thursday May 29 1:00 P.M.	PREVIEW: FALL COCKTAIL AND LATE DAY FASHIONS	EDWARD ABBOTT	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	Showing of Fall fashions designed by Wilson Folmar. (Note Change of Date and Time.) By invitation. Trade showings beginning Tuesday, June 3 at 10:30 A.M. daily. Contact: Bill Laird, LA. 4-8490.		
Thursday May 29 1:30 P.M.	PREVIEW OF FALL DRESS COLLECTION	MERVIN ROSS, INC.	498 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
	Fall collection designed by Mr. Sydney. By invitation. Thereafter at 11:00 A.M., beginning June 3. Contact: Sam Singer, BR. 9-9570.		
May 30	MEMORIAL DAY HOLIDAY (Friday).		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday June 2- June 13 9:00 A.M.	RETAILERS' PREVIEW OF FALL FASHIONS	CHARM MAGAZINE	1384 BROADWAY SHOWROOM - 18TH FLOOR
	Preview of fashions from August-September-October issues. For retailing personnel only. Contact: Edith Loss, Charm showroom, PL. 9-2080.		

OPENING OF FALL COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.

MONDAY, JUNE 2		
Davidow, Inc.	By appointment.	550 7th (21 Fl) PE. 6-6909
Sport-Craft, Inc.	2:30 P.M.	550 7th (12 Fl) LA. 4-9724
TUESDAY, JUNE 3		
Lloyd Weill.	10:30 A.M.	498 7th (22 Fl) LO. 5-3041
WEDNESDAY, JUNE 4		
David M. Goodstein, Inc.. .	10:30 A.M.	550 7th (24 Fl) LA. 4-2577
Zoltan-Rosenberg Co. (Vera Stewart Originals). .	2:30 P.M., by appointment. . . .	550 7th (22 Fl) LA. 4-6691

Monday June 2 11:30 A.M.	PRESS PREVIEW: FALL COAT & SUIT COLLECTION	GEORGE CARMEL, INC.	530 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
	By invitation. Trade Tuesdays, Wednesdays, Thursdays, at 10:30 A.M. Contact: Larry Carmel, LA. 4-3310.		
Monday June 2 11:45 A.M.	OPENING: FALL COATS AND SUITS	ZELINKA-MATLICK	512 SEVENTH AVENUE SHOWROOM - 14TH FLOOR
	Thereafter at 11:45. By invitation. Contact: Jerry Matlick, BR. 9-5100.		
Monday June 2 12:30 P.M. Champagne Luncheon	PRESS SHOWING: FALL COLLECTION	VERA MAXWELL	530 SEVENTH AVENUE SHOWROOM - 26TH FLOOR
	"Modern Medieval" collection. Resident buyers, Wed., May 28, 12:00 Noon; trade showings Tues., Wed., Thurs. beginning June 3, at 12:00 Noon luncheons. By invitation. Contact: Terry Parker, LO. 3-4358.		
Monday June 2 2:00 P.M.	OPENING: FALL FOUNDATION COLLECTION	WARNER'S	200 MADISON AVENUE SHOWROOM - 10TH FLOOR
	By invitation. June 3 and 4 at 10:00 and 2:00. June 5, 6 and 12 at 10:00. June 9 and 10 at 9:30, 11:00, 2:00 and 3:30. June 11 at 9:30, 11:00 and 2:00. Reservations--Kay Keniry; and Publ.: Marian Sherwood, MU. 5-5740.		
Monday June 2 2:30 P.M.	PREVIEW OF FALL JUNIOR DRESSES	HAYETTE	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	For press and resident buyers, by invitation. Publ.: Terry Mayer, BR. 9-6560.		
Monday June 2 2:30 P.M.	PREVIEW: LUIS ESTEVEZ FALL COLLECTION	GRENELLE-ESTEVEZ (550 SEVENTH AVENUE)	SHERATON-EAST (FORMERLY AMBASSADOR)
	By invitation. Daily trade showings, beginning Tuesday, June 3 at 12:00 Noon in showroom. Contact: Ruth McLoughlin, LO. 4-5820.		
Monday June 2 3:30 P.M.	OPENING: FALL COAT COLLECTION	LA VIGNA	512 SEVENTH AVENUE SHOWROOM - 39TH FLOOR
	By invitation. Daily thereafter at 3:30. Contact: Don La Vigna, PE. 6-2367.		
Monday June 2 4:00 P.M.	PRESS PREVIEW OF FALL COLLECTION	HANNAH TROY, INC.	530 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
	By invitation only. Trade showings beginning Tuesday, June 3, 1:00 P.M. Contact: LO. 3-0988. Publicity: Vera Bacal-Fredy Schey, PL. 3-8421.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Monday June 2 4:00 P.M.-7:00 P.M.	"YOUNG VIEWPOINT" FALL COLLECTION	GINSBURG & ABELSON (1400 BROADWAY)	HOTEL PLAZA GRAND BALLROOM
	"Here's My Line!"--showing of "Young Viewpoint" fashions at annual Fall show. By invitation. Contact: Arleen Fischer, CH. 4-4131.		
Beginning Monday June 2	SHOWING OF FALL COLLECTIONS	THREE ITALIAN DESIGNERS	HOTEL PLAZA SUITE 234
	The Fall collections of La Tessitrice dell'Isola of Capri; Renato of Rome; and Marucelli of Milan, at daily showings. By appointment. Contact: Janice Weisel for Madelyn Fio Rito, TE. 8-6781.		
Beginning Monday June 2	SHOWINGS OF FALL DRESS COLLECTION	M. NADIER & CO.	530 SEVENTH AVENUE SHOWROOM - PENTHOUSE
	Designed by Wayne Fuller. Contact: Mrs. Joni Johnstone, LO. 3-7648.		
Beginning Monday June 2	OPENING: FALL COAT COLLECTION	BAITCH & CASTALDI (BATALDI)	230 WEST 39TH STREET SHOWROOM - 12TH FLOOR
	~~Showings daily by appointment.~~ FALL fashion coat collection continuous showing Contact: LO. 4-8220.		
Beginning Monday June 2	OPENING OF FALL SCARF COLLECTION	SCARVES BY VERA	417 FIFTH AVENUE SHOWROOM - 4TH FLOOR
	For buyers and resident offices. Contact: OR. 9-3026. Publicity: Florence Brobeck, MU. 8-8197.		
Tuesday June 3 9:00 A.M. Breakfast	PREVIEW OF FALL COLLECTION	DAN KELLER CO., INC. (498 SEVENTH AVENUE)	HOTEL STATLER SKYTOP ROOM
	Casual dresses and ensembles designed by Liz Claiborne. By invitation. Continuous thereafter in showroom. Publicity: Margaret Hodge, PL.5-7630.		
Tuesday June 3 9:00 A.M. Coffee	PRESS PREVIEW: FALL COLLECTION	BRANELL	530 SEVENTH AVENUE SHOWROOM - 27TH FLOOR
	By invitation. Trade showings beginning Wednesday, June 4, at 2:30 P.M. Contact: PE. 6-6983. Publicity: Eleanor Lambert, MU. 8-2130.		
Tuesday June 3 9:30 A.M. Coffee	OPENING: FALL COLLECTION	LENTZ DIMINUTIVES, INC.	530 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	Trade showings at 9:30 A.M. and 3:30 P.M. daily, by invitation. Contact: Isabel Mendelsohn, LO. 4-5316.		
Tuesday June 3 10:00 A.M.	OPENING OF FALL COLLECTION	BEN REIG, INC.	498 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Showings: Tuesday, Wednesday, Thursday, at 10:00 A.M. By reservation. Contact: CH. 4-1542.		
Tuesday June 3 10:30 A.M.	OPENING OF FALL COLLECTION	LLOYD WEILL	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
	By invitation. Thereafter, June 4, 5, 9, 10, 11, 17, 18 at 10:30 A.M. Contact: Eleanor Rose, LO. 5-3041.		
Tuesday June 3 11:00 A.M.; 2:00 P.M.; 3:00 P.M.	OPENINGS OF THREE FALL COLLECTION	MARGOT, INC.; ARKAY; & RAPPI	498 SEVENTH AVENUE SHOWROOMS - 19 & 20
	Jeane Scott's first junior collection for Margot at 3:00 P.M. daily; Rappi (misses) at 2:00 P.M. daily; Arkay Junior Frocks at 11:00 A.M. daily. By invitation. Publicity: Mr. Post Eddy, LO. 5-2626.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE

FALL OPENINGS: MEMBERS OF FASHION ORIGINATORS' GUILD OF AMERICA, INC. (FOGA)

TUESDAY, JUNE 3		
Herbert Sondheim, Inc.	10:30 A.M.	530 7th (20 Fl) LA. 4-7540
Hannah Troy, Inc.	1:00 P.M.	530 7th (2 Fl) LO. 3-0988
Wm. Fox-Visioni Corp.	1:00 P.M.	498 7th (18 Fl) CH. 4-2659
David Gottlieb, Inc.	1:15 P.M.	530 7th (4 Fl) LO. 5-2727
Paul Parnes Corp.	2:15 P.M.	498 7th (10 Fl) CH. 4-4600
A. Goodman & Co.	2:30 P.M.	530 7th (17 Fl) WI. 7-4077
David Levine Co.	2:30 P.M.	530 7th (21 Fl) LA. 4-0237
Myron Herbert, Inc.	3:15 P.M.	530 7th (20 Fl) LO. 4-6830
Rosalie Macrini, Inc.	4:00 P.M.	550 7th (11 Fl) CH. 4-2655
Ben Barrack, Inc.	Continuous daily	498 7th (7 Fl) LO. 4-3923
Grobe Originals, Inc.	Continuous daily	498 7th (16 Fl) BR. 9-8394
WEDNESDAY, JUNE 4		
Rudolf Gowns	10:30 A.M.	530 7th (12 Fl) WI. 7-6865
Jobere, Inc.	11:45 A.M.	530 7th (30 Fl) PE. 6-1938
Harvey Berin, Ltd.	1:00 P.M.	530 7th (7 Fl) PE. 6-0206
Junior Sophisticates Co.	1:00 P.M.	498 7th (4 Fl) LO. 4-0462
Grabois	1:15 P.M.	498 7th (5 Fl) CH. 4-2767
Nat Kaplan, Inc.	1:15 P.M.	498 7th (21 Fl) LO. 5-4115
Branell	2:30 P.M.	530 7th (27 Fl) PE. 6-6983
Ed Gerrick, Inc.	2:30 P.M.	550 7th (7 Fl) LO. 4-1820
Harmay.	4:00 P.M.	498 7th (22 Fl) PE. 6-5547
Samuel Winston, Inc.	4:00 P.M.	530 7th (11 Fl) CH. 4-2617
Martin Simon, Inc.	Continuous daily	498 7th (7 Fl) LA. 4-2877

Tuesday June 3 11:00 A.M.	OPENING OF JUNIOR FALL COLLECTION By invitation. Daily thereafter at 11:00 A.M. Contact: PE. 6-4885.	ELOISE CURTIS	498 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Tuesday June 3 12:00 Noon Luncheon	OPENING: FALL COAT COLLECTION "Our Own Exclusive Fabrics With A Future"--showing at 12:00 Noon, followed by luncheon, June 3, 4, 5, 6, 10, 11. Continuous thereafter. By invitation. Contact: Dorothy Levine, CH. 4-3512.	LOUIS GOLDSTEIN CO.,INC.	512 SEVENTH AVENUE SHOWROOM - 32ND FLOOR
Tuesday June 3 12:00 Noon	OPENING OF FALL COLLECTION Showings June 4, 5, 9, 10 and 11. Contact: Audrey Brock, OX. 5-3150.	LANZ ORIGINALS, INC.	1407 BROADWAY SHOWROOM - 26TH FLOOR
Tuesday June 3 12:30 P.M. Luncheon	TWENTY-FIRST ANNUAL GRADUATION LUNCHEON Awards to distinguished alumnae. By invitation. Contact: Betty Levine, TR. 9-4644. Publicity: Constance Hope, PL. 7-0515.	TOBE-COBURN SCHOOL FOR FASHION CAREERS	WALDORF-ASTORIA SERT ROOM
Tuesday June 3 1:00 P.M.	OPENING OF FALL JUNIOR DRESS COLLECTION Collection designed by Lee Evans and Jacques Demignot presented June 3, 4, and 5 at 1:00 P.M. By admission card. Contact: Jean Ring, OX. 5-4760.	MR. MORT	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR
Tuesday June 3 1:00 P.M.	OPENING OF FALL COLLECTION By invitation. Thereafter Tues., Wed., and Thurs. at 1:00 P.M. Contact: CH. 4-2659. Publicity: Goehring, Pennoyer, MU. 5-4834.	WILLIAM FOX-VISIONI	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday June 3 1:15 P.M.	OPENING OF FALL COLLECTION Daily thereafter at 1:15 P.M., by invitation. Contact: Kay McGowan, LO. 5-6453. Publicity: Alfred Davidson Assoc., PL. 5-0868.	OLEG CASSINI, INC.	498 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
Tuesday June 3 1:15 P.M.	OPENING OF FALL GOTHÉ COLLECTION Afternoon, cocktail and evening dresses. By reservation. Contact: Lucille Gordon, LO. 5-2727.	DAVID GOTTLIEB, INC.	530 SEVENTH AVENUE SHOWROOM - 4TH FLOOR
Tuesday June 3 2:00 P.M.	OPENING: FALL COAT COLLECTION Showing of the Originala Fall coat collection. By appointment only. Contact: Louis Mariani, BR. 9-8988.	ORIGINALA	512 SEVENTH AVENUE SHOWROOM - 43RD FLOOR
Beginning Tuesday June 3 2:30 P.M.	OPENING OF FALL COLLECTION The McCardell collection for Fall will be shown at 2:30 P.M. daily. By invitation. Contact: LO. 4-2155.	CLAIRE McCARDELL CLOTHES BY TOWNLEY	550 SEVENTH AVENUE SHOWROOM - 2ND FLOOR
Tuesday June 3 2:30 P.M.	OPENING: FALL COLLECTION Thereafter at 2:30. Contact: Eleanor Stoner, LA. 4-6968.	MAURICE RENTNER	498 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday June 3 2:30 P.M.	OPENING: FALL DRESS COLLECTION By invitation. Contact: Miss Fritzi, LA. 4-0237.	DAVID LEVINE	530 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
Tuesday June 3 2:30 P.M.	OPENING: FALL COLLECTION Dresses and ensembles, designed by Violet Feigin. By invitation. Publicity: Demi Daniels, LO. 4-4850.	JERRY GREENWALD, INC.	498 SEVENTH AVENUE SHOWROOM - 3RD FLOOR
Tuesday June 3 2:30 P.M.	OPENING OF FALL DRESS COLLECTION A. Goodman and Jerry Parnis will present their Fall collection at 2:30 P.M. daily. By invitation. Contact: Janet Wallace, WI. 7-4076. Publicity: Helen O. Borger, LE. 5-9574	A. GOODMAN & CO.- JERRY PARNIS	530 SEVENTH AVENUE SHOWROOM - 17TH FLOOR
Tuesday June 3 2:30 P.M.	OPENING OF FALL DRESSES & SEPARATES Daily thereafter at 2:30 P.M. Contact: Joseph Sussman, WI. 7-0132.	JAMISON CLASSICS, INC.	498 SEVENTH AVENUE SHOWROOM - 24TH FLOOR
Tuesday June 3 4:00 P.M.	PRESS PREVIEW: FALL COLLECTION By invitation. Trade showings June 4, 5, 6, 10, 12, 17 and 19, at 10:30 A.M. Contact: Estelle Marr, LA. 4-9350.	JANE DERBY	550 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
Tuesday June 3 4:00 P.M.	OPENING: MISSES SPORTSWEAR COLLECTION Mr. Mort presents the first Fall sportswear collection, designed by Reiko and Pembroke Squires; also June 4 and 5 at 4:00 P.M. By admission card only. Contact: Miss Andree, OX. 5-4760.	MR. MORT SPORTSWEAR	498 SEVENTH AVENUE SHOWROOM - 20TH FLOOR

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday June 3 4:00 P.M.	PRESS PREVIEW OF FALL COLLECTION	JUNIOR ACCENT	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	By invitation. Continuous thereafter. Contact: LO. 4-1434.		
Tuesday June 3 4:15 P.M.	PREVIEW OF FALL COLLECTION	ROSALIE MACRINI	550 SEVENTH AVENUE SHOWROOM - 11TH FLOOR
	By invitation. Trade showings June 5, 9, 10, 11, 12, 16 and 18 at 4:00 P.M. Contact: Jo MacLeod, CH. 4-2655.		
Tuesday June 3 4:30 P.M. Cocktails	22ND ANNUAL COLLEGE CLINIC	MADEMOISELLE MAGAZINE (575 MADISON AVENUE)	HOTEL ASTOR GRAND BALLROOM
	"Into The Campus-Sphere"--back-to-school fashions from August issue. Tickets: $6.50. By invitation for official tie-in stores. Contact: Mrs. Frances Ashmore, PL. 9-2080.		
Beginning Tuesday June 3	OPENING: FALL JUNIOR DRESS COLLECTION	F. H. SAFIAN & CO.	498 SEVENTH AVENUE SHOWROOM - 8TH FLOOR
	Designed by Joe Garjuilo. Contact: Julie Geller, WI. 7-8448.		
Beginning Tuesday June 3	FORMAL FASHIONS BY TED SHORE	WILL STEINMAN, INC.	525 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
	Showing long and short formals. Also a new "Mr. Will" collection. ~~By appointment~~. Contact: WI. 7-7326.		of cocktail dresses
Beginning Tuesday June 3	OPENING OF FALL COLLECTION	MARY BLACK OF LONDON	18 EAST 50TH STREET SHOWROOM
	Showing of Mary Black's collection. By appointment. Contact: PL. 8-2014.		
Wednesday June 4; June 5 10:00 A.M.	PRESS PREVIEW OF FALL COLLECTION	ADELE SIMPSON, INC.	530 SEVENTH AVENUE SHOWROOM - 23RD FLOOR
	Press preview both days. By invitation. Trade showings Tues., Wed., Thurs., at 10:00 A.M. Contact: LA. 4-7626. Publ: Eleanor Lambert, MU. 8-2130.		
Wednesday June 4 10:30 A.M.	OPENING: FALL COLLECTION	ARTHUR JABLOW, INC.	530 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	Fall suits, coats, costumes. By reservation. Thereafter at 10:30 A.M. Contact: Mrs. Lee Jablow, LA. 4-3404. Publicity: Rose Hilton, MU. 5-5133.		
Wednesday June 4 12:30 P.M. Luncheon	TRICOSA OF PARIS FALL COLLECTION	FEDER FASHIONS (1410 BROADWAY)	HOTEL ASTOR CORAL ROOM
	Preview of haute couture knitted coats, suits, dresses and "integrates" for Fall-Winter. By invitation. Publicity: Sue Gardner, LA. 4-6948.		
Wednesday June 4 1:15 P.M.	OPENING: FALL COLLECTION	NAT KAPLAN, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	Sylvia Kaplan will present daytime and late-day dresses and ensembles. By reservation. Daily at 1:15 P.M. Contact: Genevieve Cawley, LO.5-4115. Publicity: Rose Hilton, MU. 5-5133.		
Wednesday June 4 3:30 P.M.	FASHIONS FROM AUGUST ISSUE	SEVENTEEN MAGAZINE (488 MADISON AVENUE)	WALDORF-ASTORIA GRAND BALLROOM
	"Look of Knowledge"--showing of fashions for Seventeen's August promotion stores and their buying offices only. (Tickets: $5.00.) By invitation. Contact: Kay Corinth, PL. 9-8100.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday June 4 3:30 P.M.	FALL FASHIONS BY BETTY CAROL	MAM'SELLE DRESS, INC. (498 SEVENTH AVENUE)	1407 CLUB 1407 BROADWAY
	By invitation. Thereafter at 2:00 P.M. in showroom. Contact: Betty Whiteman, CH. 4-7373. Publicity: Eleanor Lambert, MU. 8-2130.		
Wednesday June 4 4:00 P.M.	OPENING OF FALL COLLECTION	HARMAY	498 SEVENTH AVENUE SHOWROOM - 22ND FLOOR
	Fall collection of dresses, suits and costumes at 4:00 P.M. daily. By reservation. Publ.: Pauline Greene, at Charles J. Charney, PL. 7-0955.		
Wednesday June 4 4:00 P.M.	PRESS PREVIEW: DONALD BROOKS' COLLECTION	HEDGES, LTD.	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	By invitation. Also, June 5 and 11 at 4:00 P.M. Trade contact: Jerry Cole, LO. 3-4231. Publicity: Ruth Hammer Associates, EL. 5-7872.		
Wednesday June 4 5:30 P.M. Cocktails	SECOND ANNUAL COLLEGE FASHION SHOW	GLAMOUR MAGAZINE (420 LEXINGTON AVENUE)	HOTEL BILTMORE GRAND BALLROOM
	"Ten Best Dressed College Girls In America"--fashion show at 6:30 P.M. For retailers, by invitation. Publicity: Lucia Depew, LE. 2-7500.		
Thursday June 5 10:00 A.M.	PRESS PREVIEW OF FALL COLLECTION	CHRISTIAN DIOR-NEW YORK	730 FIFTH AVENUE SALON - 7TH FLOOR
	Press preview of Fall collection at 10:00 A.M. Trade showings June 5, 6, 10, 11, 12, 17 at 2:30 P.M. By invitation. Contact: PL. 7-2024.		
Thursday June 5 10:30 A.M.	OPENING OF NEW PETITES COLLECTION	PAUL PARNES CORP. ("PARNET")	498 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	Opening of the "Parnet" Fall collection, designed by Lawrence Gaines for petites. By invitation. Thereafter at 10:30 A.M. Publicity: Vera Bacal-Fredy Schey, PL. 3-8421.		
Thursday June 5 12:00 Noon Luncheon	OPENING OF FALL COLLECTION	ALISON	530 SEVENTH AVENUE SHOWROOM - 15TH FLOOR
	Showing of Fall fashions designed by Miss Lucil and Mr. Nino. Daily thereafter at 12:00 Noon. By invitation. Contact: WI. 7-0152.		
Thursday June 5 1:00 P.M.	PREVIEW OF FALL COLLECTION	RICHARD COLE, INC.	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
	By invitation. Trade showings June 6, 10, 11 and 12 at 1:00 P.M. By reservation. Contact: John Brunelle, BR. 9-5644.		
Thursday June 5 2:15 P.M.	OPENING OF NEW "PARNELLE" COLLECTION	PAUL PARNES CORP.	498 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	Paul Parnes Fall collection, introducing "Parnelle" clothes for late day, cocktail and evening. By invitation. Daily at 2:15 P.M. Publicity: Vera Bacal-Fredy Schey, PL. 3-8421.		
Thursday June 5 2:30 P.M.	OPENING OF NEW FALL COLLECTION	CLARE POTTER	498 SEVENTH AVENUE SHOWROOM - 18TH FLOOR
	Including a surprise group of cocktail fashions. By invitation. Contact: CH. 4-2659. Publicity: Goehring, Pennoyer, MU. 5-4834.		
Thursday June 5 3:30 P.M. Cocktails	PRESS PREVIEW OF FALL COLLECTION	LESLIE FAY	1400 BROADWAY SHOWROOM - 16TH FLOOR
	Trade beginning June 10th. Contact: Isabelle Crawford, BR. 9-7700.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Thursday June 5 4:00 P.M.	SPECIAL SHOWING OF FALL FASHIONS	MILLIKEN WOOLENS, INC. (1407 BROADWAY)	HOTEL STATLER BALLROOM
	Special showing for press, resident buyers and N.Y. store executives. By invitation. Publ: Julie C. Buddy, LO. 3-5200. Showings for out-of-town buyers daily except Mondays, beginning June 3, breakfast at 7:30 A.M., show at 8:24 A.M. Admission by ticket. Contact: LO. 3-5200, Ext. 322.		
Thursday June 5 4:00 P.M.	PREVIEW: FALL COCKTAIL AND EVENING FASHIONS	SAM FRIEDLANDER	530 SEVENTH AVENUE SHOWROOM - 25TH FLOOR
	Jean Marchand's first American collection, designed exclusively for Sam Friedlander. By invitation. Trade showings at 4:00 P.M. June 10, 11, 12, 17 and 18. Publicity: Mathews-Latham, 505 Fifth Ave., MU. 7-5447.		
Thursday June 5 4:00 P.M.	FALL FASHIONS BY KASPER	ARNOLD & FOX	530 SEVENTH AVENUE SHOWROOM - 10TH FLOOR
	By invitation. Thereafter June 10, 11 and 12 at 4:00. Contact: CH. 4-3914.		
Friday June 6 10:30 A.M.	PRESS PREVIEW OF FALL COLLECTION	MARTINI DESIGNED, INC.	498 SEVENTH AVENUE SHOWROOM - 21ST FLOOR
	By invitation. Trade showings June 10, 11, 12 and 17 at 10:30 A.M. Contact: Jerome Silverman, LO. 4-0616.		
Friday June 6 10:30 A.M.	OPENING: FALL COAT AND SUIT COLLECTION	MONTE-SANO & PRUZAN	21 WEST 46TH STREET SHOWROOM - 8TH FLOOR
	June 9, 12, 18, at 10:30. By appointment. Contact: JU. 2-2317.		
Friday June 6 11:00 A.M.	PRESS PREVIEW OF FALL COLLECTION	B. H. WRAGGE, INC.	550 SEVENTH AVENUE SHOWROOM - 9TH FLOOR
	By invitation and reservation. Trade showings June 10, 12 and 17 at 11:00 A.M. Contact: Liz Bechtol, WI. 7-4968.		
Friday June 6 2:30 P.M.	OPENING: FALL COLLECTION	TRIGERE, INC.	550 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
	By invitation. Thereafter on June 10, 11, 12 and 17 at 2:30 P.M., ~~by appointment~~. Contact: Cecille Gordon, LO. 3-1600.		
Monday June 9 10:30 A.M.	PRESS PREVIEW: DIOR FUR COLLECTION	CHRISTIAN DIOR FOURRURES, INC.	224 WEST 30TH STREET SHOWROOM - 13TH FLOOR
	By invitation. Publicity: Eleanor Lambert, MU. 8-2130.		
Monday June 9 2:30 P.M. Cocktails	PRESS PREVIEW: SCHIAPARELLI FALL FURS	SCHIAPARELLI FURS	305 SEVENTH AVENUE SHOWROOM
	Mme. Elsa Schiaparelli will preview her Fall fur collection to the press. By invitation. Publicity: Alfred Davidson Assoc., PL. 5-0868.		
Monday June 9 4:30 P.M. Cocktails	PREVIEW: FALL COLLECTION	CAROL CRAIG	PIERRE HOTEL GRAND BALLROOM
	Carol Craig's Constellation collection designed by Sylvia Aber. For press and buyers. By invitation. Contact: Helene Towers, MU. 3-6955.		
Beginning Monday June 9	OPENING: FALL-WINTER JEWELRY COLLECTION	THE NAPIER CO.	530 FIFTH AVENUE SHOWROOM - 22ND FLOOR
	Fashion jewelry and boutique gift collection at new offices. For press and trade. Contact: YU. 6-6633. Publ: Kathleen Mundin, TR. 6-6196.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday June 10 9:00 A.M.	OTTER AND BEAVER FURS AT BREAKFAST By invitation. Publicity: Rosemary Sheehan, MU. 5-1280.	FANTASIA FURS, INC. (STESSEL,WARE,PRINCE)	333 SEVENTH AVENUE SHOWROOM - 12TH FLOOR
Tuesday June 10 11:00 A.M.	PRESS PREVIEW OF FUR COLLECTION Preview of the Revillon Fall fur collection. By invitation. Contact: Peg Wilson, J. G. Proctor Co., YU. 6-7725; or Bill Paige, PL. 9-5504.	REVILLON	11 WEST 57TH STREET SALON
Tuesday June 10 12:00 Noon Luncheon	PRESS PREVIEW: FALL FUR COLLECTION The wholesale collection, designed in Rome. Showing at 1:00 P.M. (Note Change of Place). By invitation. Publicity: Ruth Hammer, EL. 5-7872.	CAPUCCI OF ROME FOR DAVID	SHERRY-NETHERLAND CRYSTAL ROOM
Tuesday June 10 1:00 P.M.	FALL FASHIONS BY JOHN MOORE Thereafter June 11, 12, 17, 18 and 19 at 1:00 P.M. Contact: BR. 9-1195.	TALMACK, INC.	530 SEVENTH AVENUE SHOWROOM - 5TH FLOOR
Tuesday June 10 2:30 P.M.	PRESS PREVIEW: FALL-WINTER FUR COLLECTION "L'Allure Feminine", the Fall fur collection, designed by Arthur Schwartz. Trade showings: June 11 and 12, at 10:00 A.M. By invitation. Thereafter by appointment. Publicity: Pauline Greene, PL. 7-0955.	FREDRICA FURS	345 SEVENTH AVENUE SHOWROOM - 16TH FLOOR
Tuesday June 10 5:15 P.M. Cocktails	PRESS PREVIEW: FALL COLLECTION Scaasi will present coats, suits and day, cocktail and evening fashions. By invitation. Publicity: Maxwell-Gray, PL. 3-5556.	SCAASI, INC. (45 WEST 57TH STREET)	SHERATON-EAST(BALLRM) (FORMERLY AMBASSADOR)
Tuesday June 10 5:00 P.M. Cocktails	60TH ANNIVERSARY FALL CELEBRATION Preview for press and buyers of the Artemis Fall lingerie. Contact: Carol Chartow, at Waldo-Mayo Associates, 111 West 57th St., JU. 6-7777.	ARTEMIS LINGERIE (385 FIFTH AVE.)	SHERRY-NETHERLAND CRYSTAL & CARNAVAL
Wednesday June 11 11:00 A.M.	PREVIEW OF FUR COLLECTION Ben Kahn presents his own fur collection, introducing a new collection of furs by Scaasi. By invitation. Publ.: Rosemary Sheehan, MU. 5-1280.	BEN KAHN	150 WEST 30TH STREET SHOWROOM
Wednesday June 11 2:30 P.M.	PREVIEW OF BRIGANCE COLLECTION For press and trade. By invitation. Contact: LO. 3-1534.	SPORTSMAKER, INC.	550 SEVENTH AVENUE SHOWROOM - 6TH FLOOR
Thursday June 12 10:30 A.M.	PREVIEW: FALL AND WINTER FUR FASHIONS By invitation. Publicity: Toni Woodward, MU. 8-4906.	MR. JOHN FURS FOR CHAMBERS SHERWIN	350 SEVENTH AVENUE SHOWROOM - 19TH FLOOR
Thursday June 12 3:00 P.M.	25TH ANNIVERSARY WHOLESALE FUR COLLECTION Trade 10:00 A.M. daily. By invitation. Publ.: Eleanor Lambert, MU. 8-2130.	RITTER BROTHERS	224 WEST 30TH STREET SHOWROOM - 14TH FLOOR
Thursday June 12 4:00 P.M.-6:00 P.M.	PRESS PREVIEW: NEW HAIR & COSMETICS SHADES Previewed against background of new Park Avenue Salon decorated by Melanie Kahane. By invitation. Publ.: Claire Hellawell, PL. 3-5000.	CHARLES OF THE RITZ	RITZ TOWER 465 PARK AV.(AT 57TH)